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Atty. Dkt. No. 084561-0106

SN 09862466

RELEVANCE OF EACH DOCUMENT

All of the documents are in English. Documents A1 and A2 are co-pending U. S. patent applications. Copies of Documents A1 and A2 are provided.

Documents A3-A7 listed on the enclosed 1449 were previously identified in the parent application of the present application, and copies of the references were furnished at that time. Accordingly, additional copies of the references are not submitted herewith, so as to not burden the file with duplicate references. The Examiner is respectfully requested to carefully review the references in accordance with the requirements set out in the Manual of Patent Examination Procedure. In accordance with 37 C.F.R. § 1.98 (d), the details of the parent application relied upon for an earlier filing date under 35 U.S.C. § 120 in which copies of the references were previously furnished are set out below:

U.S. APPLICATIONS		STATUS		
U.S. Applications	U.S. Filing Date	Patented	Pending	Abandoned
09/758,239	01/12/01		X	

Applicant respectfully requests that any listed document be considered by the Examiner and be made of record in the present application and that an initialed copy of Form PTO-1449 be returned in accordance with MPEP §609.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise

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DONALD L. CHAMPAGNE
PRIMARY EXAMINER

9-16-02

Form PTO-1449 (MODIFIED)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO.	SERIAL NO.
		084561-0106	09/862,466
INFORMATION DISCLOSURE CITATION		APPLICANT	
		Mark Landesmann	
		FILING DATE	GROUP ART UNIT
(Use several sheets if necessary)		05/23/2001	2161

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U.S. PATENT APPLICATIONS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	A1	09/862,465		Landesmann			05/23/01
	A2	09/862,420		Landesmann			05/23/01

U.S. PATENT DOCUMENTS

	A3	5,794,207	08/98	Walker et al.	705	23	
	A4	5,797,127	08/98	Walker et al.	705	5	
	A5	5,897,620	04/99	Walker et al.	705	5	
	A6	5,855,008	12/98	Goldhaber et al	705	14	
	A7	5,774,870	06/98	Storey.	705	14	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	TRANSLATION YES	TRANSLATION NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

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EXAMINER	DATE CONSIDERED
DONALD L. CHAMPAGNE PRIMARY EXAMINER	1-16-05

* **EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include any copy of this form with next communication to applicant.**

Form PTO-1449 (MODIFIED)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO.	SERIAL NO.
		084561-0106	09/862,466
INFORMATION DISCLOSURE CITATION		APPLICANT	
		Mark Landesmann	
(Use several sheets if necessary)		FILING DATE	GROUP ART UNIT
		05/23/2001	2161

OIPE JAN 28 2002 PATENT & TRADEMARK OFFICE

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U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	B1	5,227,874	07/13/1993	Von Kohorn	358	84	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	TRANSLATION YES	TRANSLATION NO

OTHER DOCUMENTS *(Including Author, Title, Date, Pertinent Pages, Etc.)*

	B2	R. Briggs et al., "Advertising on the Web: Is there response before click-through?," *Journal of Advertising Research*, 37(2):33-45 (1997) ©Advertising Research Foundation.

EXAMINER	DONALD L. CHAMPAGNE PRIMARY EXAMINER	DATE CONSIDERED	2-16-05

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MODIFIED PTO/SB/08 (08-00)
Approved for use through 10/31/2002. OMB 0651-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Application Number	09/862,466
Date Submitted: May 22, 2003				Filing Date	05/23/2001
(use as many sheets as necessary)				First Named Inventor	Mark LANDESMANN
Sheet	1	of	1	Group Art Unit	2161
				Examiner Name	Unassigned
				Attorney Docket Number	084561-0106

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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	U.S. Patent Document Number	U.S. Patent Document Kind Code[2] (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	A1	6,434,534	B1	Walker et al.	08-13-2002	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Office[3]	Number[4]	Kind Code[5] (if known)	Name of Patentee or Applicant of Cited Documents	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.[1]	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.	T[6]

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Examiner Signature	DONALD L. CHAMPAGNE PRIMARY EXAMINER	Date Considered	8-12-03

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[1] Unique citation designation number. [2]See attached Kinds of U.S. Patent Documents. [3]Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). [4]For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. [5]Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. [6]Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, PO Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, PO Box 1450, Alexandria, Virginia 22313-1450.